

**BOARD OF COUNTY COMMISSIONERS  
AGENDA ITEM SUMMARY**

Meeting Date: April 19, 2006

Division: Comm. Dixie M. Spehar

Bulk Item: Yes ☐ No ☒

Department: BOCC1

Staff Contact Person: Jana Johnson-Willi

---

**AGENDA ITEM WORDING:** Discussion and approval to recertify affiliation with *Keep America Beautiful*, a National nonprofit public education organization dedicated, since 1953, to engaging individuals to take greater responsibility for improving their local community environments.

---

**ITEM BACKGROUND:** The prior affiliate, *Clean Florida Keys* is now defunct. That Board has indicated to the past Executive Director, Liz Holloway, a former County employee, that they are not interested in continuing. The desire is to now shift to a County-sponsored program engaging all local governments, private business, civic associations, homeowner associations and non-profit organizations in a campaign of litter prevention, beautification and community improvement and waste reduction. A *Keep America Beautiful* clean-up will be scheduled annually and run by the county with the help of volunteers. Other programs and events could be scheduled throughout the year.

Because *Clean Florida Keys* was the original local affiliate, and has not been "decertified" by *Keep America Beautiful*, Monroe County can now recertify and rename the organization for a fee of \$300. This is a yearly network service fee. The cost to become a new affiliate would be approximately \$4,000, which is based on population (80,000 estimate). Recertifying the present affiliate and renaming at a later date will result in a savings of \$3,700.

Grants are available from FDOT yearly through Keep America Beautiful for tools such as garbage bags, gloves, t-shirts, water, etc. An extension has been granted to the county for submittal to FDOT for grant funding of approximately \$9,575 for fiscal year 2005 - 2006.

---

**PREVIOUS RELEVANT BOCC ACTION:**

---

**STAFF RECOMMENDATIONS:** Approval

---

**TOTAL COST:** up to \$10,000

**BUDGETED:** Yes ☐ No ☒

**COST TO COUNTY:** up to \$10,000

**SOURCE OF FUNDS:** 780


**REVENUE PRODUCING:** Yes ☐ No ☒ **AMOUNT PER MONTH** - **Year** -

**APPROVED BY:** County Atty ☐ OMB/Purchasing ☐ Risk Management ☐

**DIVISION DIRECTOR APPROVAL:** Dixie M. Spehar  
Dixie M. Spehar, Commissioner

**DOCUMENTATION:** Included ☒ -more to follow Not Required ☐

**DISPOSITION:** \_\_\_\_\_ **AGENDA ITEM #** \_\_\_\_\_



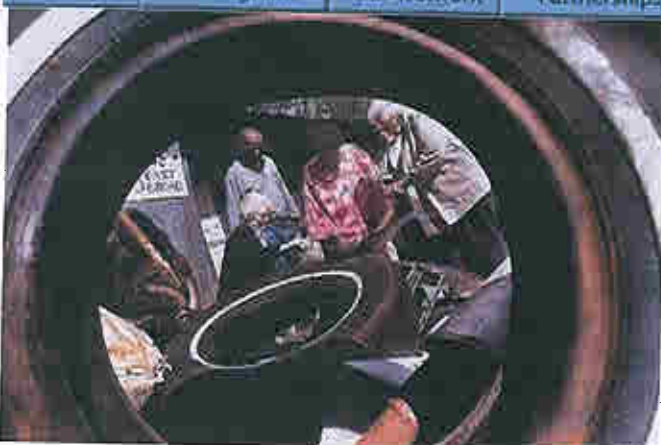
**The Nation's Largest  
★ Community Improvement  
Network**

[Contact Us](#)  
  
[Search](#)

**Get Involved**

- Do Your Part
- Donate Now
- Become an Affiliate
- Find an Affiliate Near You
- Become a Sponsor
- Ideas for Local Communities
- Ideas for Business

[About Us](#) | [Our Programs](#) | [Our Network](#) | [Partnerships](#) | [Media Center](#) | [Get Involved](#)



Keep Albany-Dougherty Beautiful's Judy Bowles with Albany City Commissioner Jon Howard and others at an illegal dump site.

**Resources & Links**

Already an affiliate? Please log in for additional resources.

Does your community want to become a Keep America Beautiful Affiliate? Download a PDF Certification Application

**NEW**

**GUIDE TO CIGARETTE LITTER PREVENTION**

Tools for Communities and Businesses - [click here](#)

**NEW**

**Toolbox FOR COMMUNITY CHANGE**

Practical Advice. Great Ideas. Time-Tested Tools.

[Click here to enter.](#)

## About Keep America Beautiful Affiliates

There are more than 565 certified community affiliates of Keep America Beautiful that implement the Keep America Beautiful System in cities, towns and counties across the nation and in several international locations. These communities see the value and enjoy the benefits of affiliation — being involved in a network that provides responsible and long-term solutions to local quality of life issues.

Working within all segments of communities, Keep America Beautiful affiliates can leverage public and private dollars, the talents and time of volunteers, and donated goods and services to maximum effect. Neither government, the civic sector nor the business community alone can accomplish the tangible, cost-effective results that Keep America Beautiful affiliates have achieved. Currently, Keep America Beautiful affiliates are returning an average of \$10 to their communities in the form of measurable benefits for every \$1 of government monies invested in that local affiliate program.

Founded in 1953, Keep America Beautiful enjoys high credibility and namebrand recognition with millions of Americans. In fact, when asked by the public opinion research firm Wirthlin Worldwide in 2005 to rate prominent environmental organizations, 36 percent of Americans sampled rated Keep America Beautiful first as the "most believable." Keep America Beautiful's memorable, award-winning public service announcements include one of the most famous of the last century—the "Crying Indian," which first debuted in 1971 starring Iron Eyes Cody. This PSA is widely credited with awakening the environmental consciousness of an entire generation of Americans.

**VolunteerMatch**  
Where volunteering begins.

Are you looking for a volunteer opportunity in your community? Go to Keep America Beautiful's VolunteerMatch.org Web site.

KAB.ORG

If you or your organization are passionate about improving your community's quality of life and want to be part of the nation's largest nonprofit community improvement network, please get involved with Keep America Beautiful by contacting your local affiliate or by starting a new affiliate.

---

[About Us](#) | [Privacy Policy](#) | [Support Keep America Beautiful](#) | [Site Map](#) | [Contact Us](#) | [Affiliates](#)

©2005 Keep America Beautiful, Inc. All rights reserved

Keep America Beautiful® and Great American Cleanup™ are registered trademarks of Keep America Beautiful, Inc.



The Nation's Largest  
**Community Improvement**  
 Network

[Contact Us](#)

[About Us](#) | [Our Programs](#) | [Our Network](#) | [Partnerships](#) | [Media Center](#) | [Get Involved](#)



### More about...

Read our 2003 annual report (pdf format). (2.46 MB)

Download a brochure (pdf format) to learn more about Keep America Beautiful's mission and programs.

### Resources & Links

The Great American Cleanup is Keep America Beautiful's mission in action. [Click here to view the 2004 Great American Cleanup results.](#)

Read what Keep America Beautiful President Ray Empson says about partnerships

## Who We Are

Keep America Beautiful is a national nonprofit public education organization dedicated since 1953 to engaging individuals to take greater responsibility for improving their local community environments. For half a century, Keep America Beautiful has been the nation's leading community improvement organization successfully implementing an effective, systematic strategy for reducing waste, preventing litter and beautifying communities nationwide.

Our national affiliate network involves more than 565 town, city, and county affiliates and 22 statewide programs, and this enthusiastic network leads the way in protecting and enhancing local environments in more than 15,000 communities. Our affiliate directors are community leaders who also are trusted spokespeople in their cities, counties and states.

#### Our Mission

To engage individuals to take greater responsibility for improving their community environments.

#### Our Guiding Principles

- Individual responsibility
- Education
- Partnerships (government, business, civic)
- Volunteerism

#### Our Focus Areas

Keep America Beautiful provides sustainable solutions to improve the physical and visual aspects of community environments that individuals can directly impact through their own actions in the areas of:

- Litter prevention
- Beautification and community improvement, and
- Waste reduction

#### About Us

- Who We Are
- Our Focus
- Litter Prevention
- Waste Reduction
- Beautification and Community Improvement
- History
- Awards Programs
- National Awards
- Vision for America
- Contacts
- Events
- Shop
- FAQs
- Site Index

#### How You Can Help

- Donate Now
- Volunteer
- Educators
- Just For Kids
- Ideas for Local Communities
- Ideas for Business

NEW



Practical Advice. Great Ideas. Time-Tested Tools.

[Click here to enter.](#)

[About Us](#) | [Privacy Policy](#) | [Support Keep America Beautiful](#) | [Site Map](#) | [Contact Us](#) | [Affiliates](#)